

CONTACT: Marc Gerrone
IMA
(201) 474-1502
mgerrone@imanet.org

Jessica Figlar
Stern + Associates
(908) 276-4344, x-208
jessica@sternassociates.com

FOR IMMEDIATE RELEASE

IMA Launches New Online Educational Case Journal

Montvale, N.J., March 11, 2008 – The Institute of Management Accountants (IMA®) today introduced a new resource for management accounting education, the **IMA Educational Case Journal (IECJ®)**. **IECJ** is an academic-quality journal featuring teaching cases and research pertaining to case writing in management accounting and related fields. Available online at www.imanet.org/IECJ, it is published on a quarterly basis. **IECJ** is free of charge and available exclusively to IMA members.

“The new **IMA Educational Case Journal** will enhance the teaching of management accounting by providing a source of free, high quality cases for use by instructors in the classroom. The Journal will contain cases covering a wide range of topics, reflecting the diverse skill set required by management accountants today,” said Raef Lawson, Ph.D., CMA, CFM, IMA director of research, professor-in-residence and **IECJ** editor. “In addition, it will stimulate case writing by providing faculty with an additional high-quality outlet for publishing case research.”

The debut edition of **IECJ** includes five cases: Hammond Cards, Inc., Mercedes-Benz, TRIM Inc., Endesa, and Coors. IMA members have the right to free use of the cases for educational purposes and IMA academic members can access teaching notes through a secure location on the IMA website.

Both international and U.S. authors are encouraged to submit manuscripts to the Journal. All manuscripts will be reviewed by two members of the **IECJ**'s Editorial Advisory and Review Board in a double-blind peer review process. Manuscripts are accepted on a rolling basis. There is no submission or page fee. **IECJ** is listed in the 2008 Cabell's Directory of Publishing Opportunities in Accounting. Please visit www.imanet.org/IECJ for complete submission guidelines. Questions regarding **IECJ** may be directed to the Journal's Editor, Dr. Raef Lawson, at IECJ@imanet.org.

About IMA®

With a worldwide network of more than 60,000 professionals, IMA is the world's leading organization dedicated to empowering accounting and finance professionals to drive business performance. IMA provides a dynamic forum for professionals to advance their careers through Certified Management Accountant (CMA®) certification, research, professional education, networking and advocacy of the highest ethical and professional standards. For more information about IMA, please visit www.imanet.org.

###